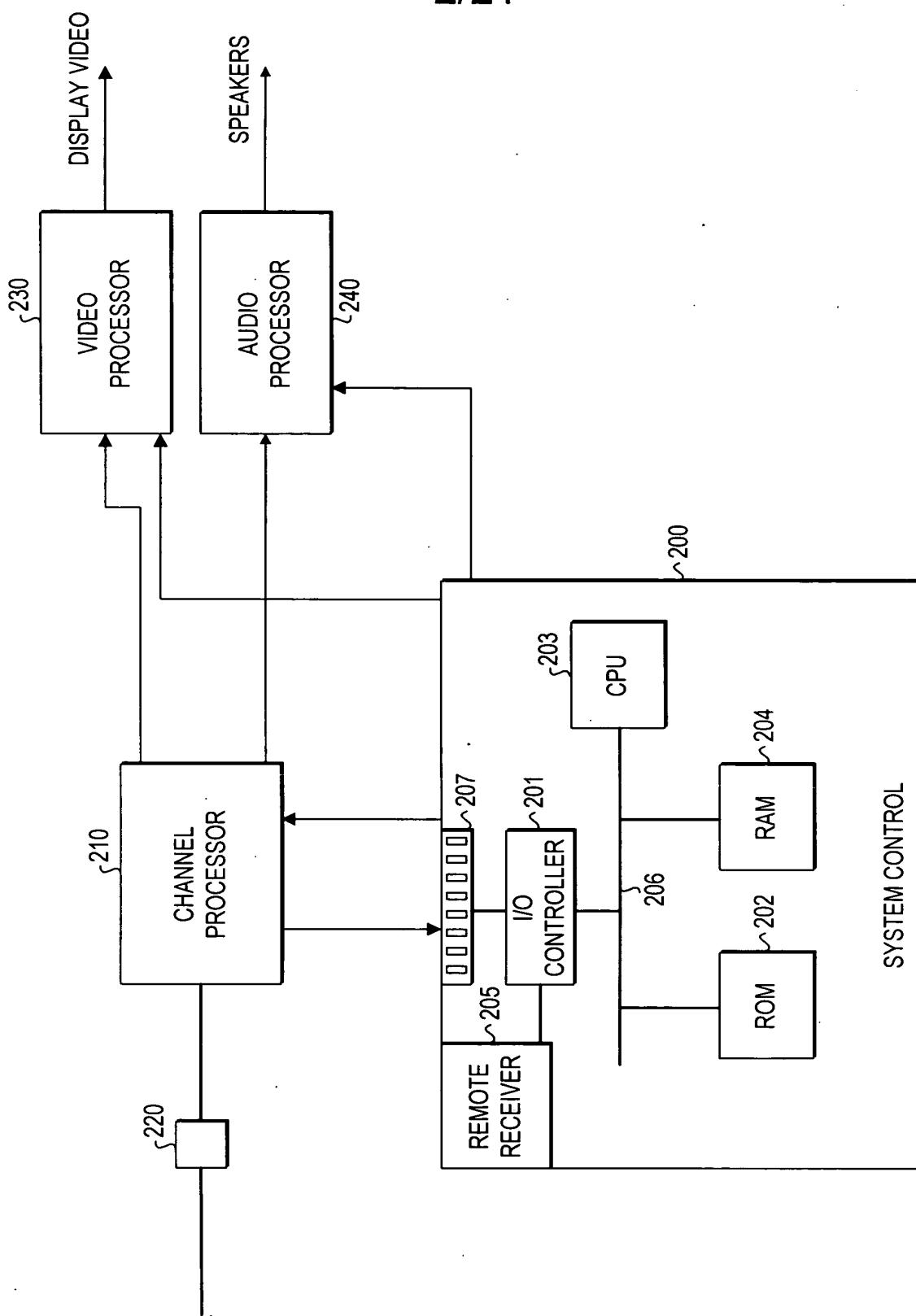
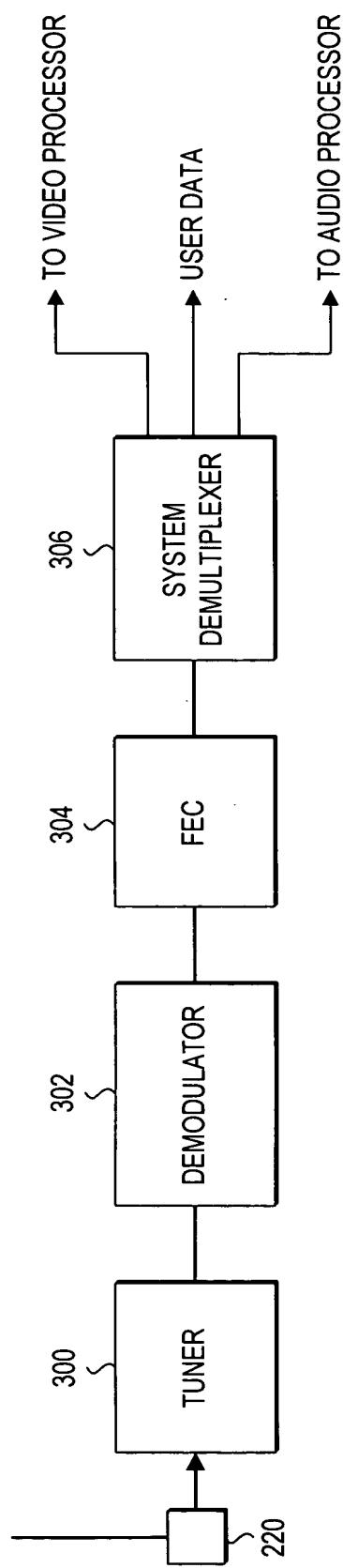


FIG. 1





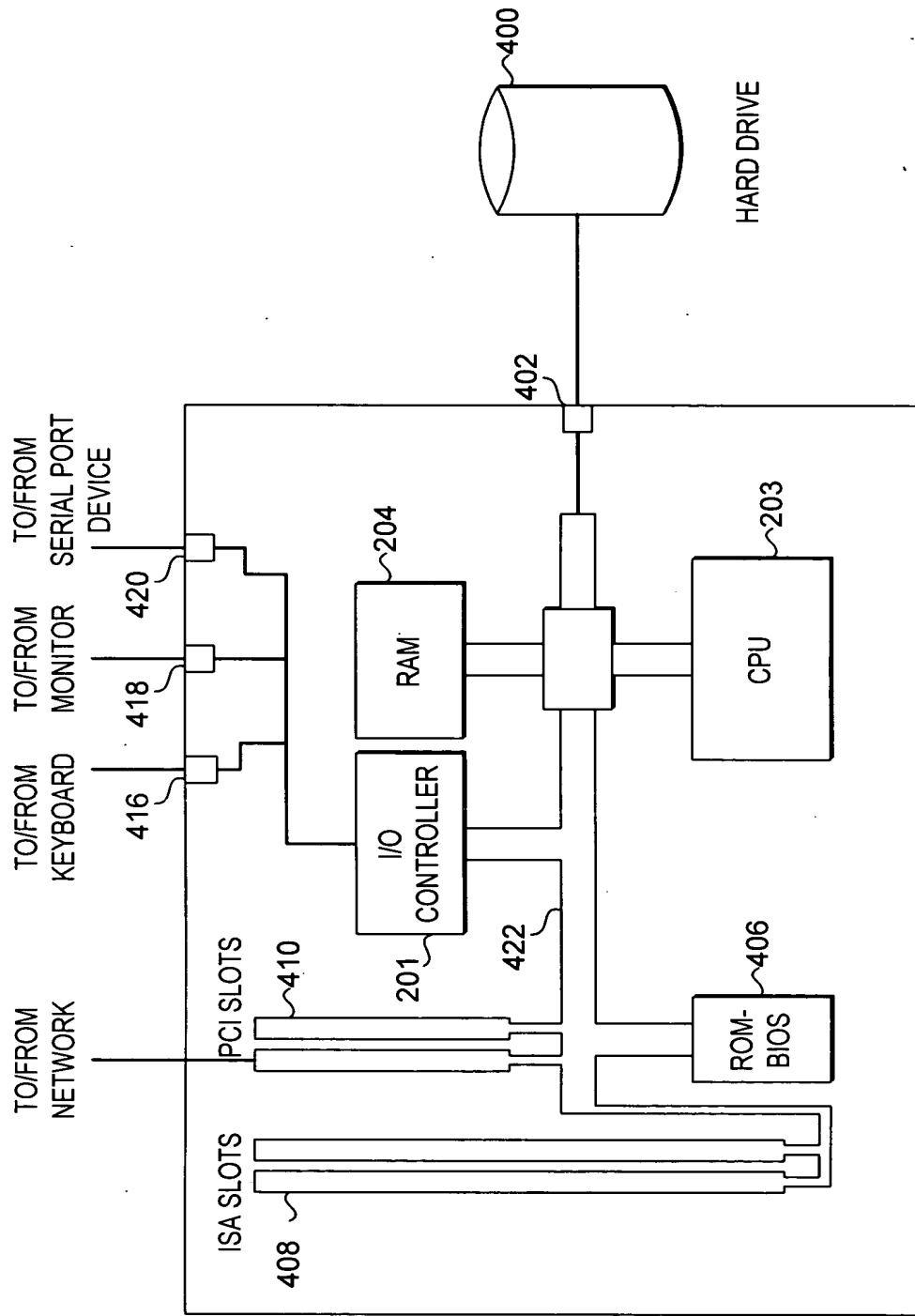


FIG. 4

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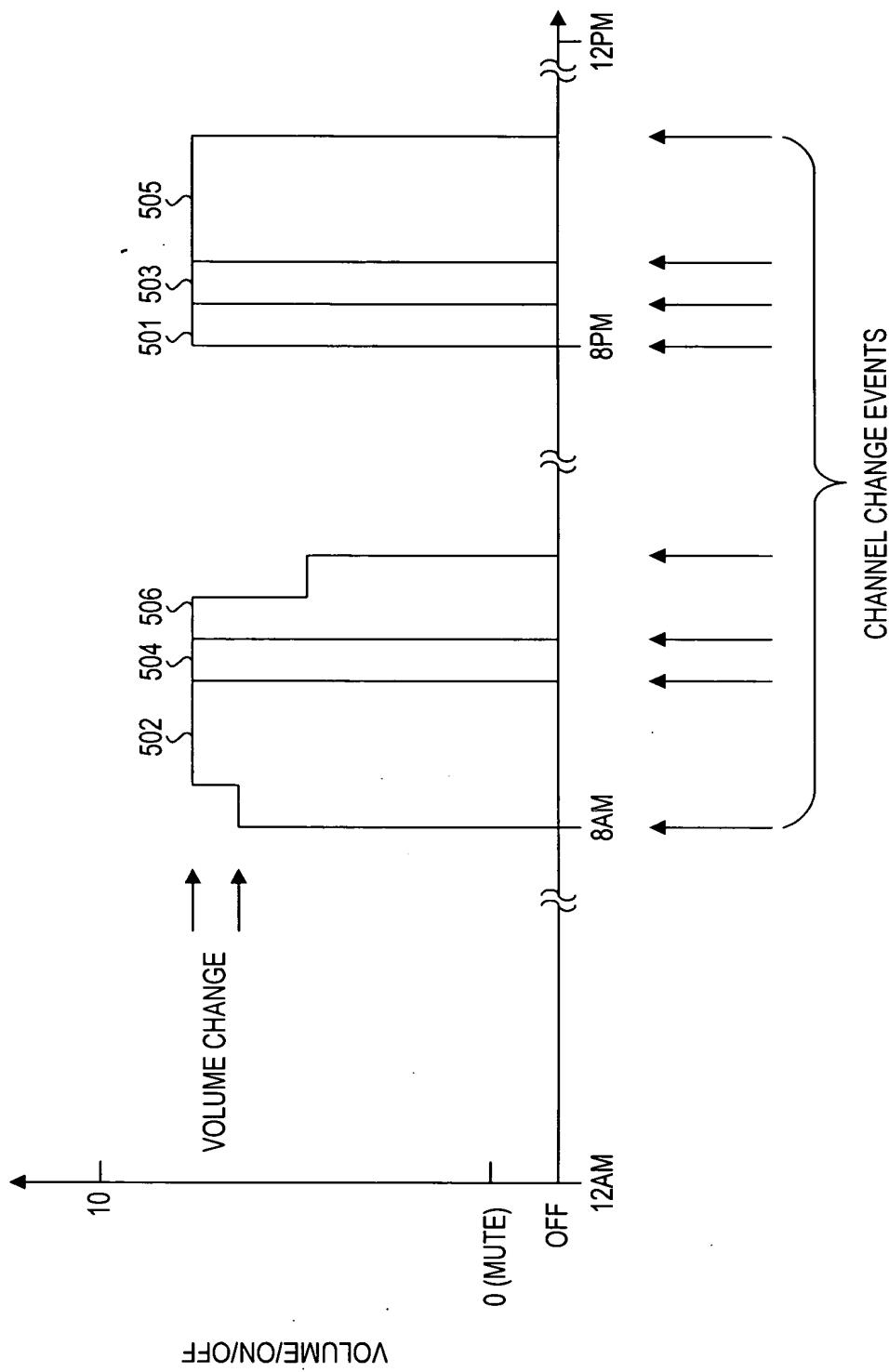


FIG. 5

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| 602        | 604        | 603                    | 601    |
|------------|------------|------------------------|--------|
| TIME       | CHANNEL ID | PROGRAM TITLE          | VOLUME |
| 08:01:25AM | 06         | "MORNING TV"           | 5/10   |
| 08:01:45AM | 13         | "GOOD MORNING AMERICA" | 5/10   |
| 08:03:25AM | 13         | "GOOD MORNING AMERICA" | 6/10   |
| 06:11:25PM | 09         | "SEINFELD"             | 5/10   |
| 06:15:23PM | 09         | "ADVERTISING"          | 5/10   |
| 06:17:25PM | 09         | "SEINFELD"             | 5/10   |
| 06:28:10PM | 09         | "ADVERTISING"          | 5/10   |
| 06:30:07PM | 52         | "LIVING SINGLE"        | 5/10   |

FIG. 6

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| TIME OF DAY              | MINUTES<br>WATCHED | CHANNEL<br>CHANGES | AVERAGE<br>VOLUME |     |     |     |
|--------------------------|--------------------|--------------------|-------------------|-----|-----|-----|
|                          |                    |                    | 700               | 702 | 704 | 706 |
| MORNING<br>(6AM-9AM)     | 61                 | 2                  | 5/10              |     |     |     |
| MID-DAY<br>(9AM-3PM)     | 0                  | 0                  | -                 |     |     |     |
| AFTERNOON<br>(3PM-6PM)   | 0                  | 0                  | -                 |     |     |     |
| NIGHT<br>(6PM-10PM)      | 122                | 4                  | 6/10              |     |     |     |
| LATE NIGHT<br>(12AM-6AM) | 0                  | 0                  | -                 |     |     |     |
| TOTAL                    | 183                | 6                  | 5.7/10            |     |     |     |

FIG. 7

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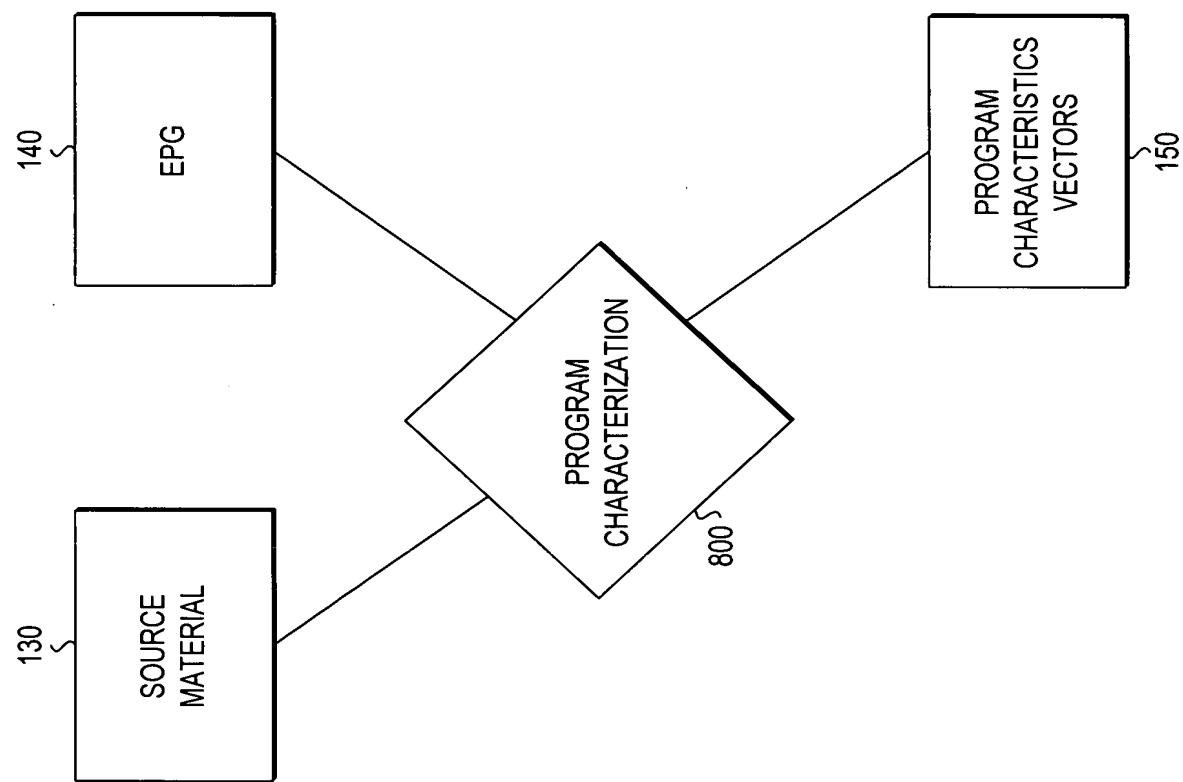


FIG. 8A

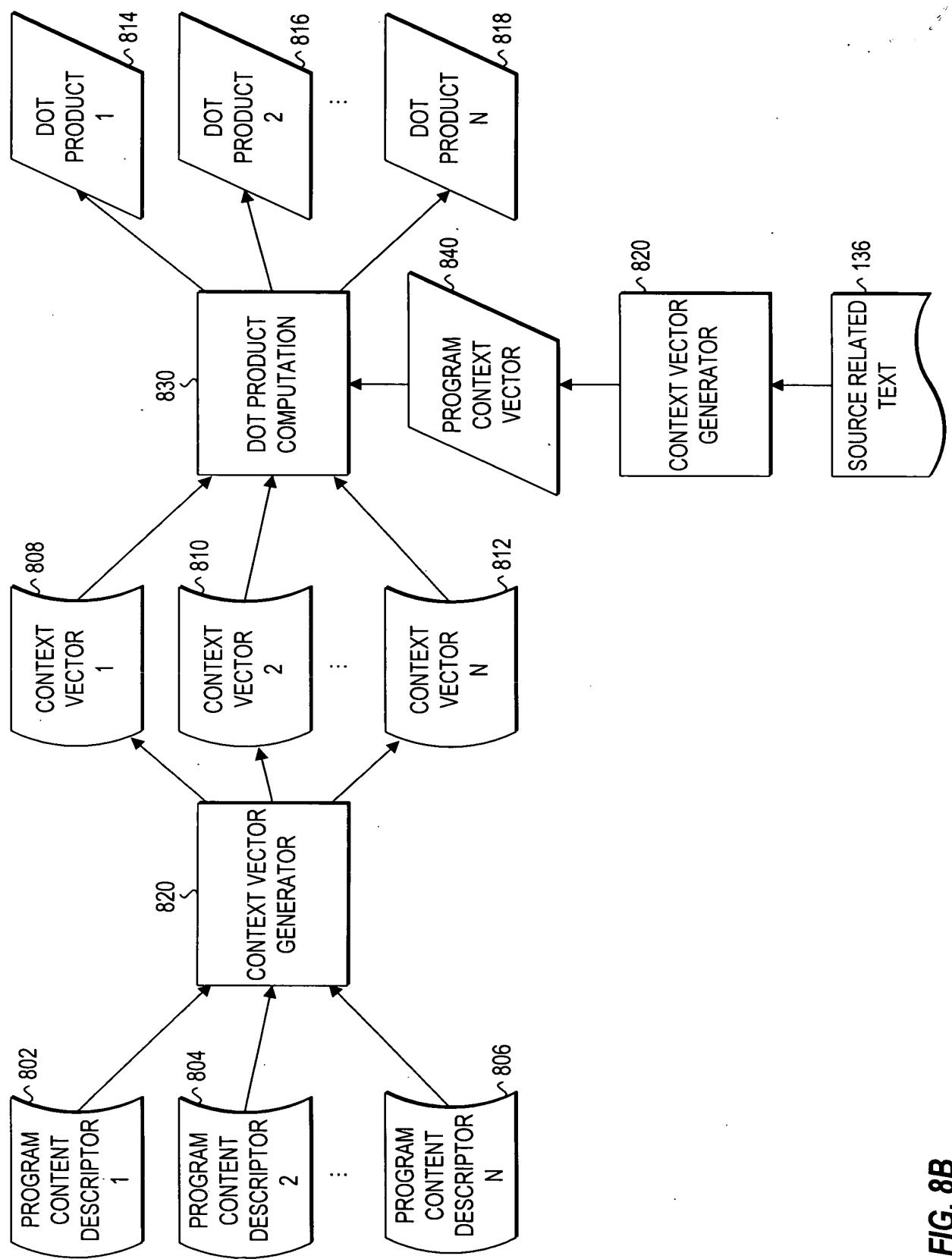
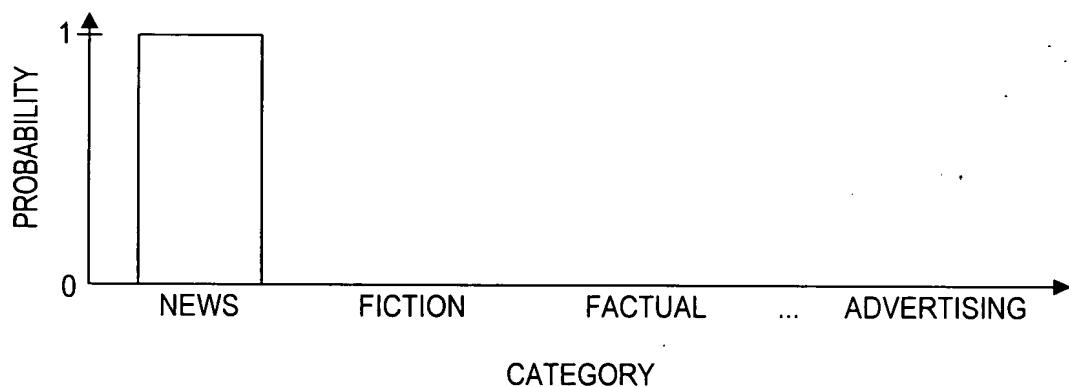
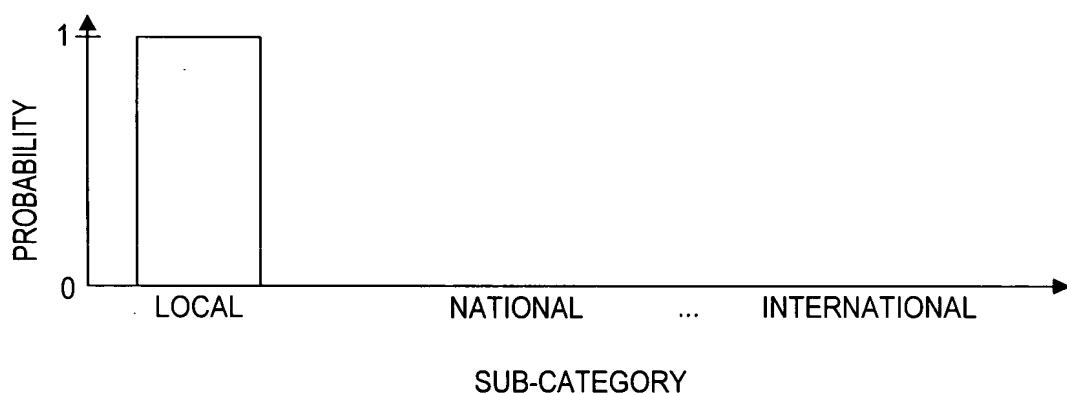


FIG. 8B

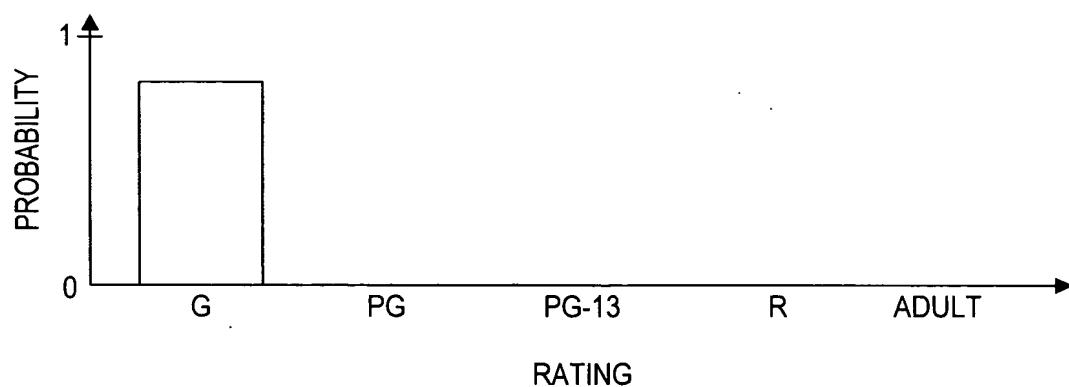
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**FIG. 9A**

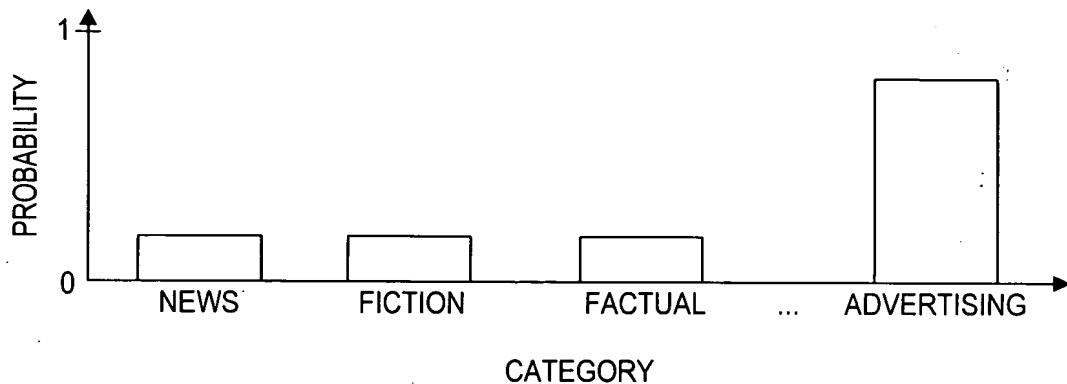


**FIG. 9B**

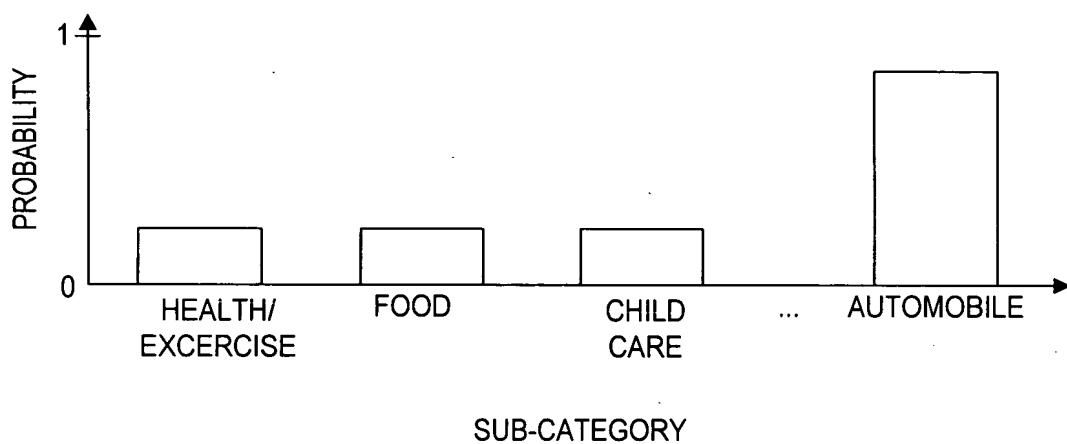


**FIG. 9C**

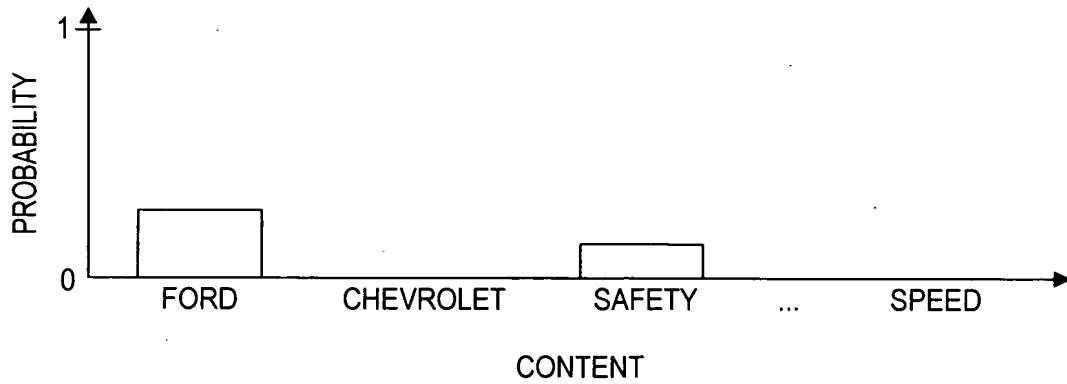
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**FIG. 9D**



**FIG. 9E**



**FIG. 9F**

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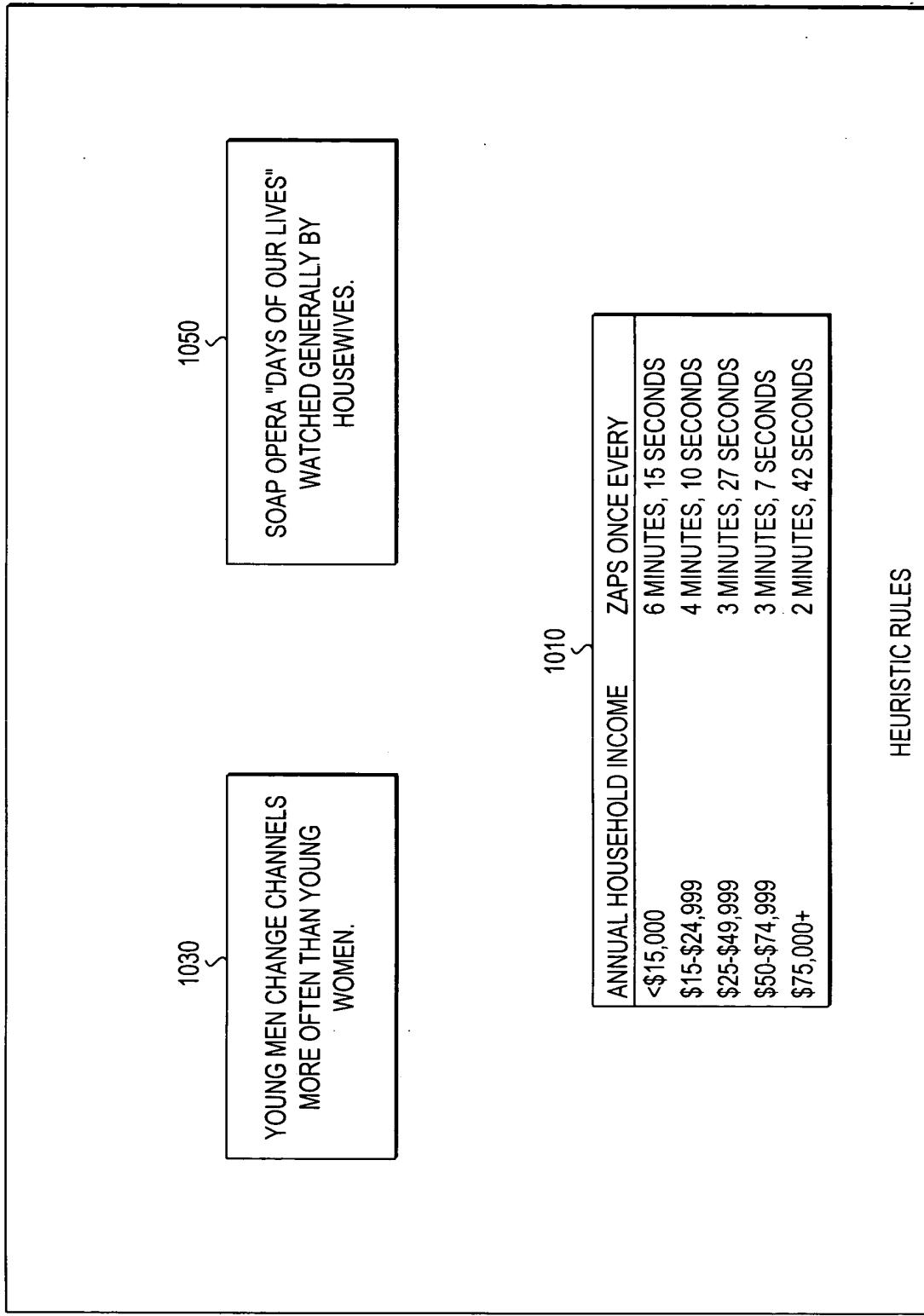


FIG. 10A

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| CATEGORIES  | DEMOGRAPHIC GROUPS |       |        |       |        |         | GENDER |     |     |
|-------------|--------------------|-------|--------|-------|--------|---------|--------|-----|-----|
|             | AGE                |       | INCOME |       |        | SIZE    |        | M   | F   |
|             | 0-10               | 10-18 | >70    | 0-20K | 20-50K | 50-100K | 1      | 2   | >5  |
| NEWS        | 0.1                | 0.1   | 0.4    | 0.2   | 0.3    | 0.4     | 0.5    | 0.3 | 0.1 |
| FICTION     | 0.5                | 0.3   | 0.2    | 0.4   | 0.2    | 0.3     | 0.3    | 0.2 | 0.1 |
| FACTUAL     | 0.2                | 0.2   | 0.3    | 0.1   | 0.4    | 0.2     | 0.2    | 0.2 | 0.4 |
| ADVERTISING | 0.1                | 0.3   | 0.5    | 0.3   | 0.2    | 0.1     | 0.2    | 0.1 | 0.3 |

FIG. 10B

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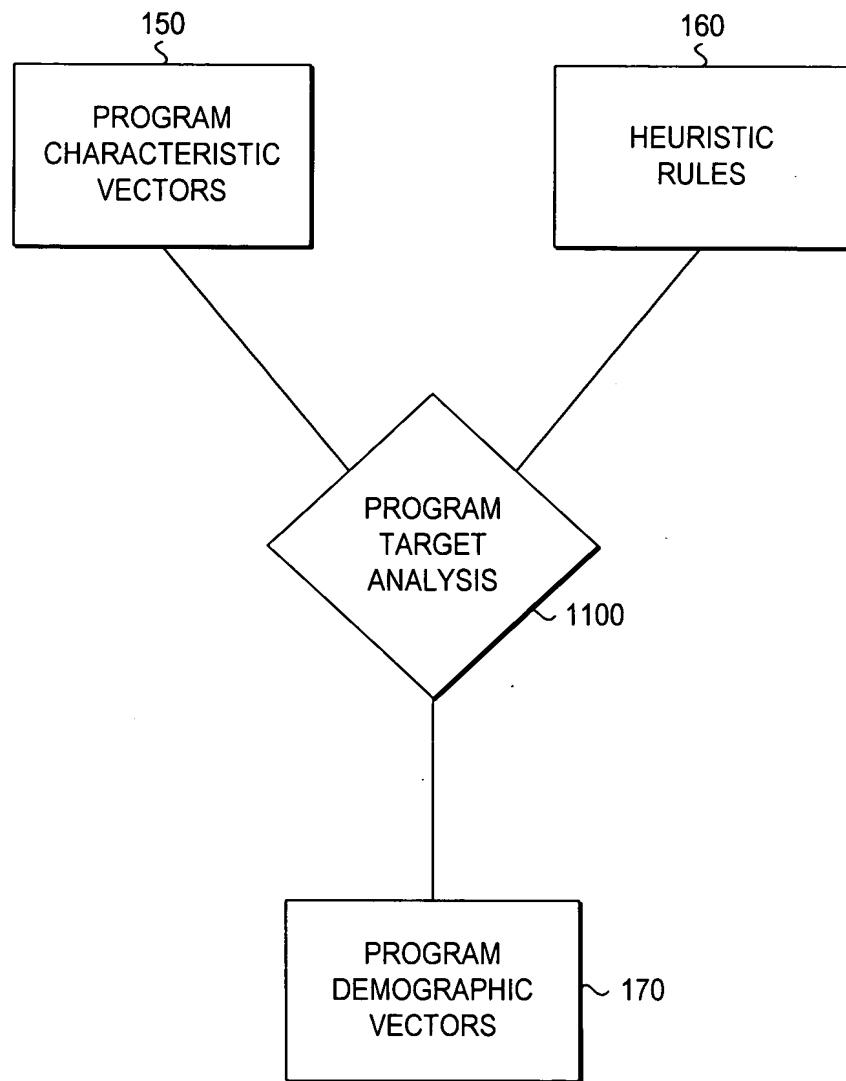


FIG. 11

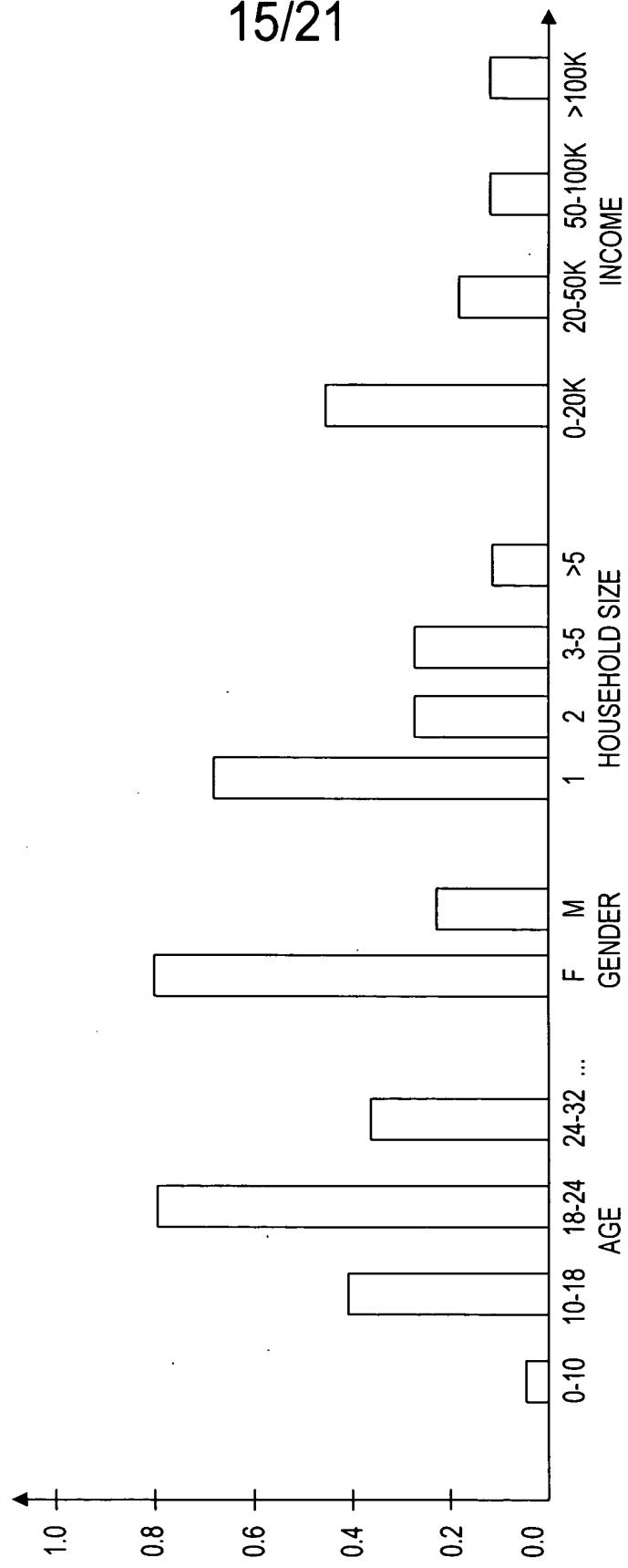


FIG. 12

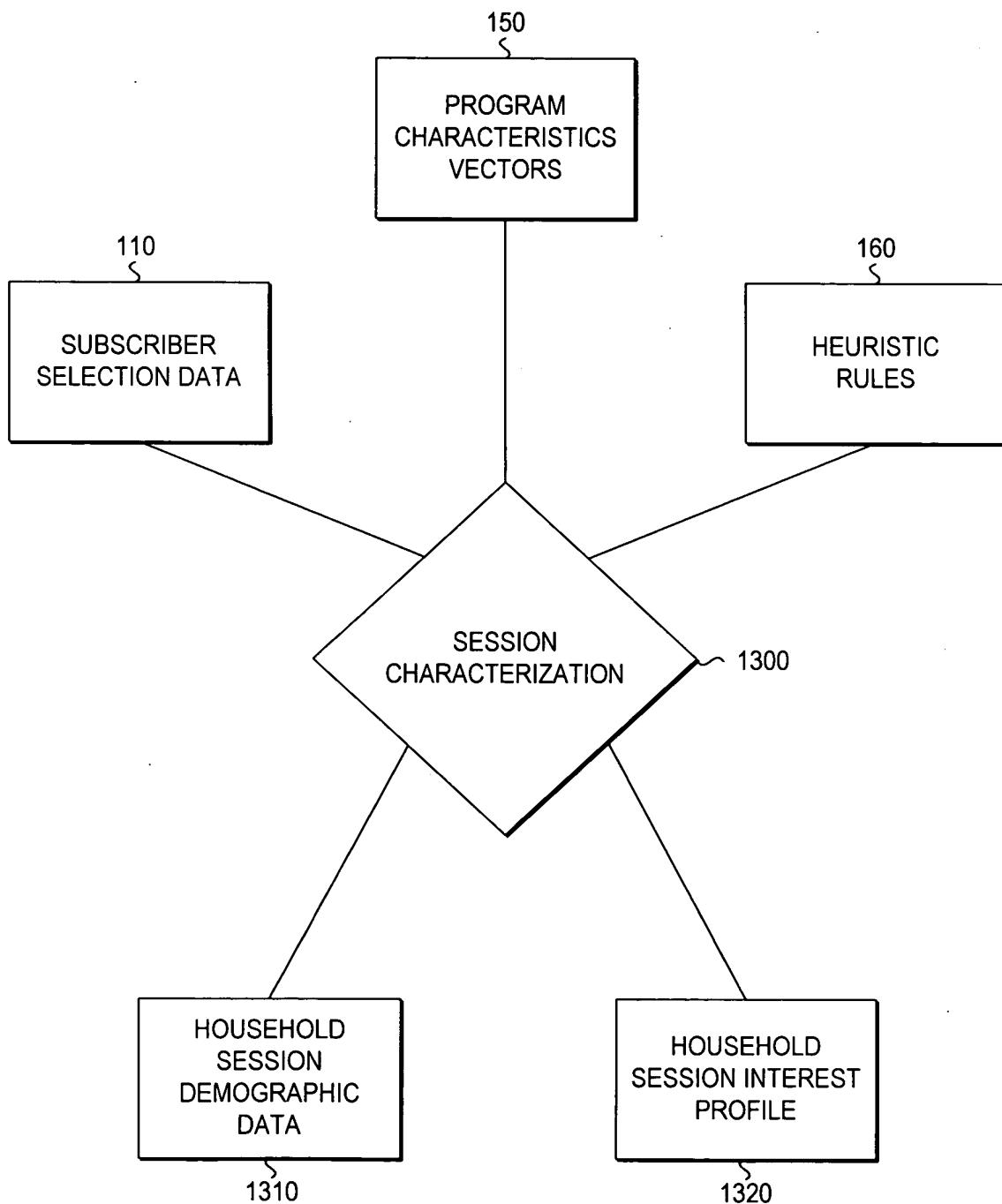


FIG. 13

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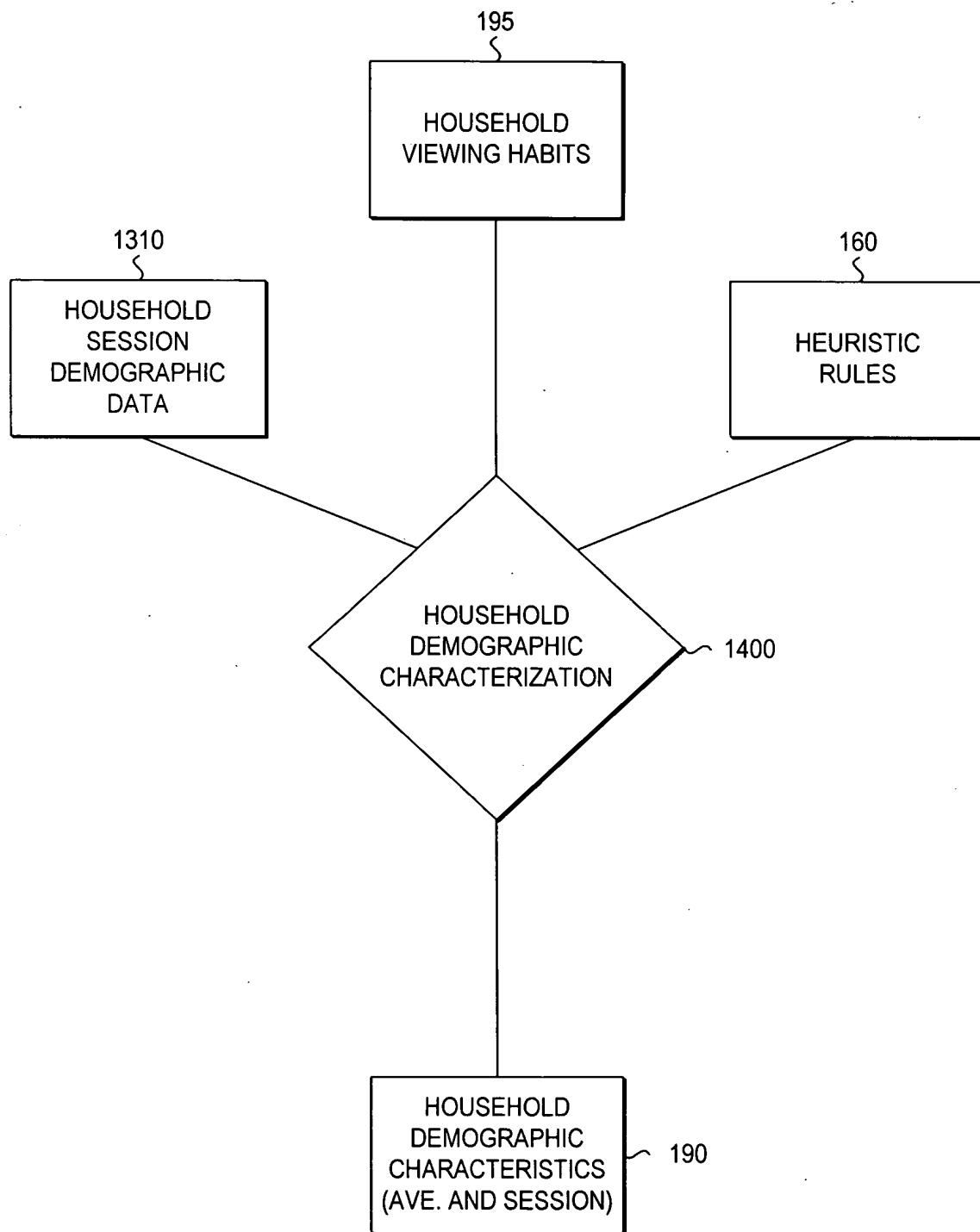


FIG. 14

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| HOUSEHOLD<br>PARAMETER | AVERAGE<br>VALUE | SESSION<br>VALUE | UPDATE? |
|------------------------|------------------|------------------|---------|
| SIZE                   | 2.6              | 3.0              | YES     |
| AGE                    | 23.5             | 12               | YES     |
| SEX (FEMALE=1)         | 0.6              | 0.7              | YES     |
| INCOME (\$0-\$20K)     | 0.1              | 0.1              | YES     |
| INCOME (\$20-\$50K)    | 0.6              | 0.7              | YES     |
| INCOME (\$50-\$100K)   | 0.2              | 0.1              | YES     |
| INCOME (>\$100K)       | 0.1              | 0.1              | YES     |
| ZIP CODE               |                  |                  | NO      |
| TELEPHONE NUMBER       |                  |                  | NO      |

**FIG. 15**

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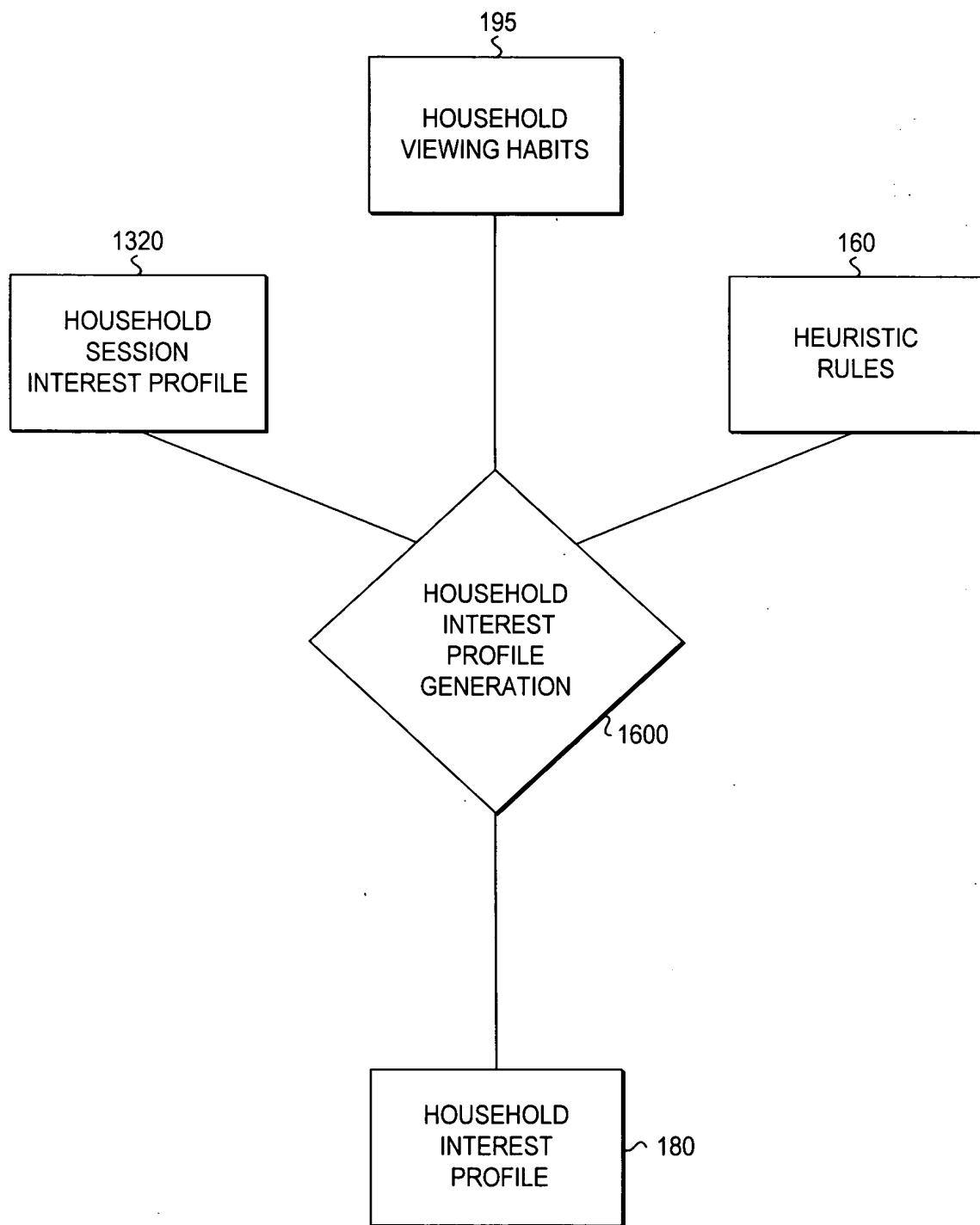


FIG. 16

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|                     | 1701<br>HOUSEHOLD<br>INTEREST  | 1703<br>AVERAGE<br>VALUE        | 1705<br>SESSION<br>VALUE             |
|---------------------|--|---------------------------------|--------------------------------------|
| 1709<br>PROGRAMMING | DRAMA<br>ROMANCE<br>ACTION<br>SITCOM<br>⋮<br>SPORTS                  | 0.1<br>0.1<br>0.6<br>0.2<br>0   | 0.20<br>0.20<br>0.25<br>0.30<br>0.05 |
| 1707<br>PRODUCTS    | HEALTH/EXCERCISE<br>FOOD<br>CHILD RELATED<br>TOYS<br>⋮<br>AUTOMOBILE | 0.6<br>0.3<br>0.0<br>0.0<br>0.1 | 0.2<br>0.4<br>0.1<br>0.1<br>0.2      |

**FIG. 17**

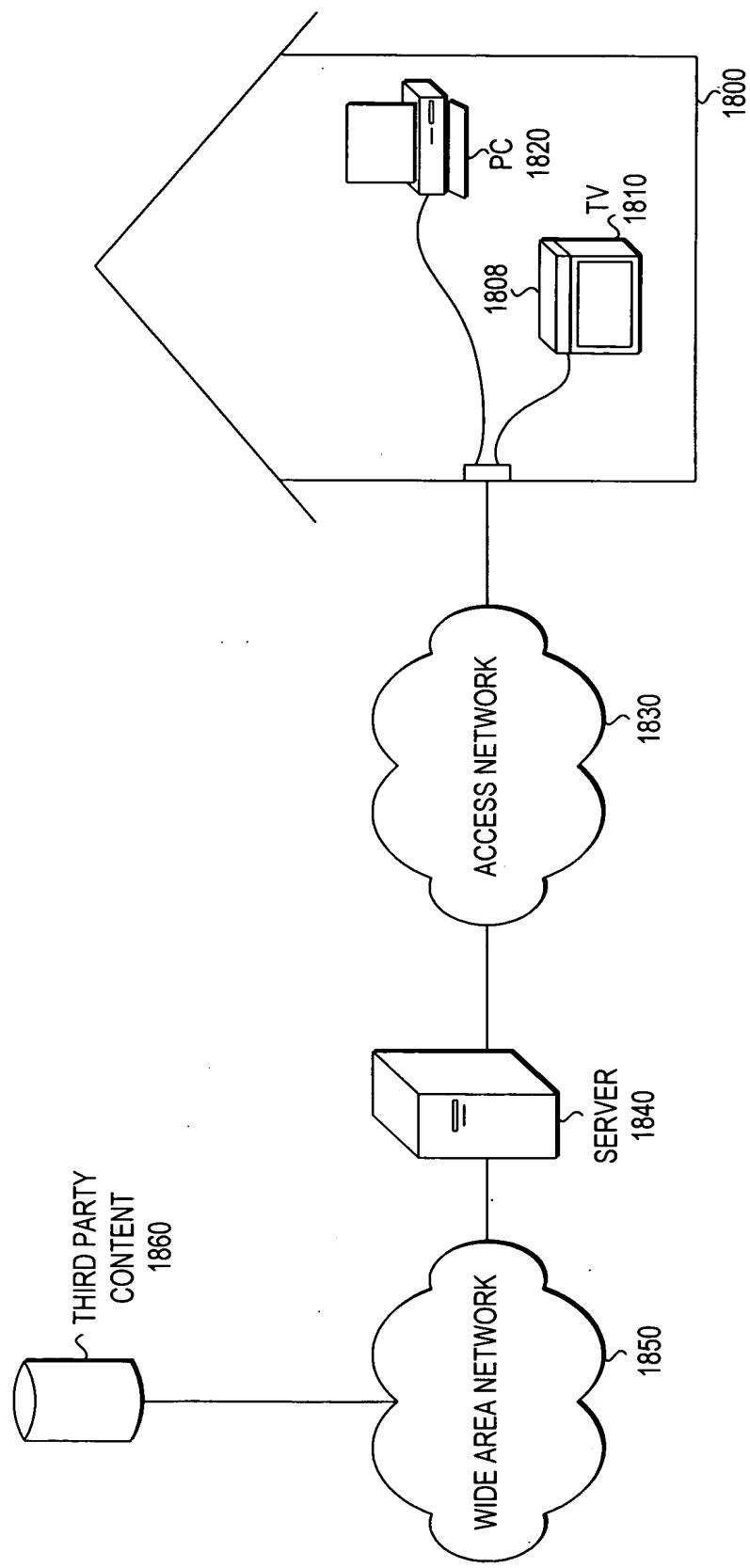


FIG. 18